

AMENDMENTS TO THE CLAIMS

Please cancel claims 1-52, and please add new claims 53-71 as set forth below.

1-52. (Cancelled).

53. (New) A computer-implemented method for creating a multi-region market research study, the method comprising:

- displaying information relating to a multi-region market research study, wherein the information provides for on-line selection of one or more geographical regions in which to conduct the multi-region market study;

- notifying one or more translation services to translate study elements of the multi-region market research study from an original language into one or more target languages, wherein the one or more target languages relate to the one or more geographical regions;

- providing on-line check in for the translated study elements;

- providing on-line status monitoring for the translations; and

- providing a real time cost estimate for the multi-region market research study, wherein the real time cost estimate is based at least in part on a selection of one or more of the geographical regions for conducting the study.

54. (New) The method of claim 53, wherein notifying the one or more translation services includes automatically notifying the one or more translation services in response to on-line definition of the study.

55. (New) The method of claim 53, wherein providing on-line check in for translated study elements includes providing on-line check in for at least two of study questions, study messages, study pick lists, and study concepts.

56. (New) The method of claim 53, where providing on-line check in for translated study elements includes separately storing study questions, study messages, study pick lists, and study concepts.

57. (New) The method of claim 53, wherein providing on-line status monitoring for the translations comprises displaying a summary report of the translation status of the study elements by target languages.

58. (New) The method of claim 53, wherein the method further comprises providing on-line specification of statistical analyses for the multi-region market study.

59. (New) The method of claim 53, wherein notifying one or more translation services to translate study elements includes automatically notifying one or more translation services.

60. (New) The method of claim 53, wherein notifying one or more translation services to translate study elements includes automatically notifying one or more translation services via electronic mail.

61. (New) A method for creating a multi-region market research study, the method comprising :

providing on-line definition of the multi-region market research study ; and

providing on-line check in for translated study elements of the multi- region market research study translated from an original language into one or more target languages.

62. (New) The method of claim 61, wherein said providing of on-line check in for translated study elements comprises providing on-line check in for at least two of study questions, study messages, study pick lists, and study concepts.

63. (New) The method of claim 61, where said providing of on-line check in for translated study elements comprises separately storing study questions, study messages, study pick lists, and study concepts.

64. (New) The method of claim 61, wherein the method further comprises providing on-line status monitoring for the translations.

65. (New) A computer system comprising :

a computer-readable medium containing a plurality of programming instructions designed to automatically implement a plurality of functions in support of on-line creation of a multi-region market research study, the programming instructions including:

a first function to provide on-line definition of the multi-region market research study including providing for on-line selection of one or more regions in which to conduct the study;

a second function to notify one or more translation services to translate study elements of the multi-region market research study expressed in an original language into one or more target languages, wherein the one or more target languages relate to the one or more regions;

a third function to provide on-line check in for the translated study elements;

a fourth function to provide on-line status monitoring for the translations;

a fifth function to provide for on-line selection of panelists from the one or more selected regions to participate in an on-line survey relating to the market research; and

one or more processors coupled to the storage medium to execute the programming instructions.

66. (New) The apparatus of claim 65, wherein the first function is designed to provide implicit selection of one or more countries/cities within a region in response to a selection of the region.

67. (New) The apparatus of claim 65, wherein the first function is further designed to provide a real time cost estimate for the multi-region market research study based at least in part on a number of the regions the study is to be conducted, and an amount of translation to be performed in conduct the study in the regions.

68. (New) The apparatus of claim 65, wherein the second function is designed to automatically notify the one or more translation services in response to the definition of the study.

69. (New) The apparatus of claim 65, wherein the third function is designed to provide on-line check in for at least two of study questions, study messages, study pick lists, and study concepts.

70. (New) The apparatus of claim 65, where the third function is designed to separately store study questions, study messages, study pick lists, and study concepts.

71. (New) The apparatus of claim 65, wherein the fourth function is designed to display a summary report of on the translation status of the study elements by target languages.